



## **“No Call Challenge” Announced For Farm Technology Days**

**Release Date:** July 8, 2011

**Contact:** Brock Bergey, 608-224-5007

MARATHON COUNTY – The Wisconsin Bureau of Consumer Protection will promote its popular No Call List at Farm Technology Days, July 12-14, with a special challenge.

“Our goal is to get 1,000 people to sign up for the state’s No Call List during the three-day event,” said Sandy Chalmers, Administrator of the Division of Trade and Consumer Protection. “We will have a computer station in the Family Living Tent where people can register their phone numbers to reduce the number of telemarketing calls they receive.”

“It only takes a minute to sign up – and it’s free,” added Chalmers. “Staff will be available to help with the process and answer questions about the No Call program.”

Beginning July 1, more than 2.3 million landline and cell phone numbers will be on Wisconsin’s No Call List. That is the highest count since the telemarketing law took effect in 2003. 52 percent of the numbers registered during the most recent period were cell phones.

Consumers must register every two years to stay on the No Call List. The next quarterly deadline is August 31, 2011, though people can sign up anytime during the year. The quarterly deadlines are highlighted because the updated lists are sent to registered telemarketers four times a year.

On Tuesday, July 12, Administrator Sandy Chalmers is a featured speaker in the Family Living Tent. She is scheduled to speak at 2:15 p.m. – with her message focusing on telemarketing and identity theft. Questions from the audience are encouraged during this informal presentation.

In addition to signing up for the No Call List, consumers can spin the “Wheel of Consumer Protection” to learn about other consumer protections and rights.

The Bureau of Consumer Protection is part of the Wisconsin Department of Agriculture, Trade and Consumer Protection, which is featuring a number of displays at this year’s Farm Technology Days.

For more consumer information, visit the Wisconsin Bureau of Consumer Protection's website at [datcp.wisconsin.gov](http://datcp.wisconsin.gov); via e-mail at [datcp hotline@wisconsin.gov](mailto:datcp hotline@wisconsin.gov); or call toll-free at 1-800-422-7128.

**EDITOR’S NOTE:** Sandy Chalmers will be available for media interviews on Tuesday, July 12, from 9 a.m. to 4:00 p.m. You may prearrange an interview by contacting Brock Bergey at the number listed above, or at 608-219-9396 beginning Monday, July 11.

###